

**THE ROLE OF ELECTRONIC WORD OF MOUTH (E-WOM) IN MEDIATING THE INFLUENCE OF  
SOCIAL MEDIA PROMOTIONS ON ONLINE PURCHASING DECISIONS  
(Study on consumers of Jamu Rahsa Nusantara)**

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**ABSTRACT**

Online shopping has become a new habit for Indonesian people, and its development continues to increase from year to year. Consumer purchasing decisions often begin by studying information obtained from social media and online reviews. Jamu Rahsa Nusantara in March – July received an increasing number of negative reviews, and this had an impact on consumer purchasing decisions. This research aims to analyze the role of Electronic Word of Mouth (e-WOM) in mediating the influence of social media promotions on online purchasing decisions among Jamu Rahsa Nusantara consumers. The research method used is quantitative with data collection methods through surveys based on questionnaires to Jamu Rahsa Nusantara consumers in Denpasar who have made online purchases. The total sample was 140 respondents, using a non-probability sampling technique with a purposive sampling method. Path analysis techniques are used to examine the relationship between social media promotions, e-WOM, and purchasing decisions. The research results found that social media promotion had a significant and positive effect on e-WOM; e-WOM has a significant and positive effect on decisionsonline purchases; e-WOM mediates the influence of social media promotions on purchasing decisions.

**Keywords :** Electronic Word of Mouth, Social Media Promotion, Purchase Decision

**INTRODUCTION**

Based on Statista Market Insights data, the number of online marketplace users in Indonesia will reach 178.94 million people in 2022. This number has increased by 12.79% compared to the previous year which was 158.65 million users. Looking at the trend, e-commerce users in Indonesia are observed to continue to increase. The number is projected to reach 196.47 million users by the end of 2023. This trend of increasing the number of e-commerce users is predicted to continue for the next four years. In 2027, Statista estimates that the number of e-commerce users in the country will reach 244.67 million people. Judging from this data, this shows that consumer behavior has begun to change, previously buying and selling products was carried out through conventional markets, but now it has slowly but surely changed to a digital market, becoming an opportunity for Jamu Rahsa Nusantara to take advantage of this opportunity (Statista.com).

Rahsa Nusantara is an FMCG (Fast Moving Consumer Goods) start-up company that creates products based on natural and herbal ingredients with the aim of creating a generation with a healthy and sustainable lifestyle in Indonesia. Rahsa Nusantara is a

pioneer company that produces typical Indonesian herbal medicine and spices which was founded in 2016. Rahsa Nusantara has three superior product categories, namely herbal health products, cooking spices and syrups, as well as various vitamins and collagen. Various Jamu Rahsa Nusantara health products, namely Prayaguna Syrup which has benefits for maintaining health and brain balance made from Malang Apples, Turmeric, Bitter Gourd, and Moringa Leaves as well as Acid Turmeric Sari which is useful for recovering inflammation from pollution, stress, menstrual conditions, postpartum, to internal infection conditions such as stomach ulcers with ingredients consisting of turmeric, tamarind and palm sugar. Apart from selling various kinds of spice products for health. Rahsa Nusantara also has cooking spice products, namely Rasana Bumbu Merah, Rasana Bumbu Putih. The most popular products in the vitamin category are also good for eye health.



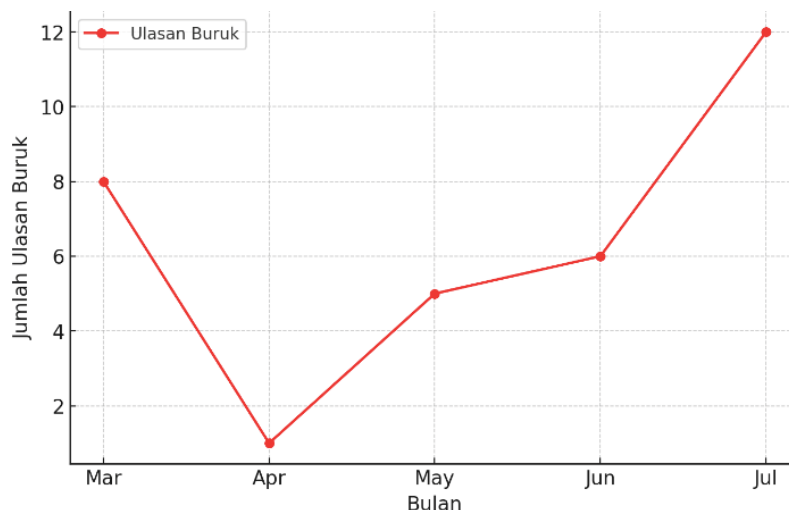
Source: Shopee Rahsa Nusantara

**Figure 1. Various types of Jamu Rahsa Nusantara products**

Currently Jamu Rahsa Nusantara is focusing more on marketing its products online, one of which is through Shopee on the Rahsa Nusantara Official Shop account which already has 43 thousand followers. It is estimated that herbal products will have high prospects due to increasing public interest in herbal products. Reporting from the official Health Promotion website of the Ministry of Health of the Republic of Indonesia, developments in the world of medicine have reached a new way of understanding which believes that everything that comes from nature will provide better benefits for health than chemical or synthetic products (back to nature).

2018 Basic Health Research Data (RISKESDAS) shows that traditional medicine in Indonesia is still very popular. As many as 59.12% of Indonesian people consume herbal medicine, and 95.6% of them consume herbal medicine for medicinal purposes (Ministry of Health of the Republic of Indonesia, 2019). Apart from that, the Indonesian Government is promoting the return of the success of Indonesian spice products through various programs and activities. This can be seen from the tagline used "Indonesia: Spice up the World". Research by Fathi Royyani (2023) explains that several ministries are involved in reviving spices as Indonesia's mainstay product, including the Ministry of Tourism and Creative Economy, the Ministry of Education, Culture, Research and Technology, and the Ministry of Agriculture.

The problem that occurs in companies is that purchasing influence occurs due to reviews given to consumers. It can be seen in figure 3 below.



Source: Shopee Rahsa Nusantara

**Figure 2. number of bad reviews for the period March – July 2023**

During period March to July 2023, Jamu Rahsa Nusantara experienced fluctuations in the number of bad reviews received from customers. In March, there were 8 bad reviews. This number dropped drastically in April to just 1 bad review. However, in May, the bad reviews increased back to 5 and continued to rise slightly in June with 6 bad reviews. The peak occurred in July with the number of bad reviews reaching 12. These reviews indicate inconsistencies in the quality of service or products provided to customers during that period. The significant increase in July indicates a serious problem that needs to be identified and corrected. These fluctuations emphasize the importance of continuous evaluation and improvement in marketing and customer service strategies to ensure customer satisfaction and improve online purchasing decisions.

A preliminary study was conducted by researchers to determine the influence of social media promotions on purchasing decisions for Jamu Rahsa Nusantara products in Denpasar City, by conducting a pre-survey method using a temporary questionnaire that was distributed to 30 respondents. The questionnaire contains statements related to the variables to be studied.

**Table 1. Pre-Survey Results on Jamu Rahsa Nusantara in Denpasar City**

No	A list of questions	Yes	No	Percentage %	
				Yes	No
1.	Have you ever purchased herbal medicine online at Rahsa Nusantara?	30	0	100	0
2.	Do social media promotions influence your choice of certain brands when shopping online?	27	3	90	10
3.	Do you often see promotions for PT. Bhineka Rahsa Nusantara on social media?	20	10	67	33

4.	Are you interested in deciding to buy PT. Bhineka Rahsa Nusantara due to the influence of the brand's social media promotion?	13	17	40	60
5.	Do you think reviews or recommendations from other users are important in your decision to buy a product at PT. Bhinneka Rahsa Nusantara?	22	8	73	27
6.	Do you think customer reviews are an interesting promotion on PT's social media. Bhinneka Rahsa Nusantara?	15	15	50	50

Source: Primary Data Results, Data processed by the author in 2023

Researchers conducted a pre-survey which was used to find out in more detail the problems that occurred in this research. A pre-survey was conducted on 30 respondents who had shopped for Jamu Rahsa Nusantara online who live in Denpasar City. Based on Table 1, the pre-survey results show that 27 respondents said social media promotions influenced them in choosing certain brands when shopping and 3 respondents said they did not. 20 respondents said they often saw product promotions from Jamu Rahsa Nusantara and 10 respondents said they did not. 13 respondents stated that they were interested in deciding to buy Jamu Rahsa Nusantara products because of the influence of the brand's social media promotions and 17 respondents said they were not. 22 respondents stated that user reviews were important in making a decision to purchase Jamu Rahsa Nusantara products and 8 respondents stated that they were not. The results of the pre-survey that has been carried out show that there are problems that occur in social media promotion that are not felt by users, so there is a need for an Electronic Word of Mouth variable as a mediating variable for the influence of social media promotion on online purchasing decisions.

According to Sudaryono (2016), purchasing decisions are the activity of choosing from several alternative options. From this understanding, it can be said that in purchasing decisions consumers will compare among the many alternative choices for making purchases. One of the factors that influences purchases at Jamu Rahsa Nusantara is Social Media Promotion.

Kotler and Keller (2016:496) define promotion as a means by which companies attempt to inform, persuade and remind consumers either directly or indirectly about the products and brands they sell. Kotler and Armstrong (2016: 408) state that "Promotion is a tool for communicating between buyers and companies which aims to change and provide information in a straightforward manner". A good Social Media Promotion is a Social Media Promotion that is able to attract as many consumers as possible to use the product or products being offered. Social Media Promotion is one of the variables in the marketing mix which is very important for companies to implement in marketing their products (Lupiyoadi, 2013: 178). In marketing its products, Jamu Rahsa Nusantara online. Jamu Rahsa Nusantara focuses more on Social Media Promotion where the platform used is Shopee. Jamu Rahsa Nusantara routinely carries out several programs in its Social Media Promotions such as discounts (Special Promo 30% and Hot Promo 50%), Special Bundling, and Ramadan Promo.

According to data from survey results, 90% of respondents said social media promotions influenced them in choosing certain brands when shopping. This is proof that

Social Media Promotion is a factor that influences purchasing decisions at Jamu Rahsa Nusantara. The considerations used by consumers in purchasing products can be measured through Social Media Promotions offered by each service provider. This is supported by the research results of Susanti and Gunawan (2019) which reveal that the Social Media Promotion marketing mix has a positive and significant influence on product purchasing decisions. The research results of Solihin (2020) also reveal that Social Media Promotion has a positive and significant effect on purchasing decisions. However, this is inversely proportional to the results of research conducted by Hasbiyadi et al. (2017) which revealed that Social Media Promotion had a negative and insignificant effect on purchasing decisions.

With the gap research above indicates the existence of mediating variables or certain conditions that have not been identified, which can influence the relationship between social media promotions and purchasing decisions. Research by Cheung and Thadani (2012) states that E-WOM has a higher level of credibility compared to promotional messages that come directly from the company. Consumers are more likely to trust reviews and recommendations from fellow consumers because they are perceived to be more honest and objective. Nugrahaningsih's research (2020) explains that e-WOM influences purchasing decisions. This occurs as a result of increasing consumer science and technology education so that they are able to see online reviews and opinions informed by consumers who have used the product and use these reviews as consideration for making a purchase. With this statement, it can be said that his purchasing decision was greatly influenced by the information circulating on his social media. This is also supported by research by Sari (2019) that Electronic Word of Mouth (E-WOM) has a significant influence on purchasing decisions.

According to Fahmi (2018), E-WOM is a form of consumer willingness to voluntarily provide opinions to other consumers about renting or using products from a company using internet media. With positive reviews, consumer confidence in the Jamu Rahsa Nusantara company will arise. The maximum social media promotion carried out by Jamu Rahsa Nusantara and E-WOM from customers really determines consumers' decisions about whether to buy Jamu Rahsa Nusantara products. Social Media Promotion will certainly encourage customers to leave reviews online. This is supported by research by Kamaruddin et al. (2021) which states that Social Media Promotion has a positive and significant effect on Electronic Word of Mouth. The same thing was also explained in the research of Savitri et al. (2016) which revealed that Social Media Promotion has a direct, positive and significant effect on e-WOM.

Consumers will first see the product information offered through reviews of customers who have purchased the product in determining purchasing decisions. Other research that supports that social media promotion and E-word of mouth influence purchasing decisions is research by Manogi (2019) which suggests that Social Media Promotion and E-word of mouth strengthen decisions to purchase goods or services. Ahmad's research (2020) also proves that Social Media Promotion and Electronic Word of Mouth together have a positive and significant effect on purchasing decisions.

There is a significant positive relationship between Electronic Word of Mouth and purchasing decisions and social media promotion, so the appropriate mediating variable to use is the Electronic Word of Mouth variable. This is supported by the research results of Prasad et al. (2017) where if a product or product is promoted via social media and assisted by positive e-WOM, it will have significant value in consumer purchasing decisions for a product or brand. With this background, it is necessary to research the role of electronic word of mouth in mediating the influence of social media promotion on purchasing

decisions at the Jamu Rahsa Nusantara company.

## RESEARCH METHODS

The research method used is quantitative with data collection methods through surveys based on questionnaires to Jamu Rahsa Nusantara consumers in Denpasar who have made online purchases. The total sample was 140 respondents, using a non-probability sampling technique with a purposive sampling method. Path analysis techniques are used to examine the relationship between social media promotions, e-WOM, and purchasing decisions.

## ANALYSIS AND DISCUSSION RESULTS

### Data Analysis Results

#### Path Analysis Analysis Results (Path Analysis)

This research uses path analysis techniques. Path analysis according to Ghazali (2013: 249) is an extension of multiple linear regression analysis in estimating causal relationships between variables that have been previously determined based on theory. Path analysis is used to determine the pattern of relationships between three or more and cannot be used to confirm or reject a hypothesis. Data processing for path analysis will be carried out using the SPSS for Windows program. The variables analyzed are social media promotion (X), electronic word of mouth ( $Y_1$ ) and purchasing decisions ( $Y_2$ ). Path analysis can only be used if certain assumptions are met. The steps in testing the hypothesis that have been formulated using path analysis are as follows.

#### 1) Formulating Hypotheses and Structural Equations

The first step of path analysis is to formulate a research model hypothesis based on existing theory

- (1) Social media promotion has a significant positive effect on electronic word of mouth on Jamu Rahsa Nusantara products
- (2) Social media promotion has a significant positive effect on purchasing decisions for Jamu Rahsa Nusantara products
- (3) Electronic word of mouth has a significant positive effect on purchasing decisions for Jamu Rahsa Nusantara products
- (4) Electronic word of mouth is a mediating variable for the influence of social media promotion on purchasing decisions for Jamu Rahsa Nusantara products

Based on the hypothesis that has been prepared, structural equation 1 can be formulated as follows:

$$Y_1 = \beta_1 X + e_1$$

Meanwhile, structural equation 2 can be formulated as follows:

$$Y_2 = \beta_2 X + \beta_3 Y_1 + e_2$$

In this research, the influence of social media promotion on electronic word of mouth through the SPSS 25.0 for Windows program was calculated. Below are shown the results of the first structural calculation in Table 2.

Table 2. Path Analysis Results on Structural 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3,240	0.765		4,236	0,000
Social media promotion	0.635	0.063	0.652	10,109	0,000
R2: 0.425					

Source: Data processed in 2024

Based on the results of the path analysis in Table 2, the structural equation formed can be formulated as follows.

$$Y_1 = \beta_1 X + e_1$$

$$Y_1 = 0.652 X + e_1$$

The structural equation can be interpreted as:

The social media promotion variable has a coefficient of 0.652, meaning that social media promotion has a positive influence on electronic word of mouth. This result means that if social media promotion increases, electronic word of mouth will increase.

In this research, the influence of social media promotion and electronic word of mouth on purchasing decisions through the SPSS 25.0 for Windows program was calculated.

Table 3. Results of Path Analysis in Structural 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.785	0.270		2,905	0.004
Social media promotion	0.115	0.028	0.332	4,157	0,000
Electronic word of mouth	0.157	0.028	0.444	5,562	0,000
R2 : 0.499					

Source: Data processed in 2024

Based on the results of the path analysis in Table 3, the structural equation formed can be formulated as follows.

$$Y_2 = \beta_2 X + \beta_3 Y_1 + e_2$$

$$Y_2 = 0.332X + 0.444Y_1 + e_2$$

The structural equation can be interpreted as:

The social media promotion variable has a coefficient of 0.332, meaning that social media promotion has a positive influence on purchasing decisions. This means that if social media promotion increases, purchasing decisions will increase. The electronic word of mouth variable has a coefficient of 0.444, meaning that electronic word of

mouth has a positive influence on purchasing decisions. This means that if electronic word of mouth increases, purchasing decisions will increase.

2) Form the path coefficient diagram

(1) Direct effect

Direct influence occurs if a variable influences another variable without any mediating variable

- a) The influence of social media promotions on purchasing decisions is 0.332
- b) The influence of social media promotion on electronic word of mouth is 0.652
- c) The influence of electronic word of mouth on purchasing decisions is 0.444

(2) Indirect effect

Indirect influence occurs if there are other variables that mediate the relationship between the two variables. The influence of social media promotion on purchasing decisions mediated by electronic word of mouth is  $0.652 \times 0.444 = 0.289$ .

(3) Total effect

To understand the total influence, it can be done by adding the direct influence of social media promotion on purchasing decisions of 0.332 and the indirect influence of social media promotion on purchasing decisions through electronic word of mouth of 0.289, so the result is obtained equal to

$$0.332 + 0.289 = 0.621$$

3) Test the value of the coefficient of determination ( $R^2$ ) and error variable (e)

In this test, the value of each coefficient of determination for structural 1 and structural 2 will be seen as well as the value of each error variable for each structural with the aim of preparing the final path diagram model. The following are the results of calculating the value of the error variable for each structure.

$$e_1 = \sqrt{1 - R_1^2}$$

$$e_1 = \sqrt{1 - R_1^2}$$

$$e_1 = \sqrt{1 - 0,425} = 0.758$$

$$e_2 = \sqrt{1 - R_2^2} = \sqrt{1 - 0,499} = 0,708$$

In calculating the effect of error (e), the results obtained for the effect of structural error 1 ( $e_1$ ) were 0.758 and the effect of structural error 2 ( $e_2$ ) was 0.708. Next, the total coefficient of determination will be calculated as follows:

$$\begin{aligned} R^2_m &= 1 - (e_1)^2 (e_2)^2 \\ &= 1 - (0,758)^2 (0,708)^2 \\ &= 1 - (0,575) (0,501) \\ &= 1 - 0,288 = 0,712 \end{aligned}$$

In calculating the total coefficient of determination, it was found to be 0.712, so the conclusion is that 71.2% of purchasing decision variables for Jamu Rahsa Nusantara products are influenced by social media promotions and electronic word of mouth structurally, while the remaining 28.8% are influenced by other factors. not included in the research model or outside the research model. Based on the explanation



regarding structural equations, the results of the value of the path coefficient calculation will be explained which are shown through the standardized coefficient beta value for each influence of the relationship between variables.

### Classical Assumption Test

Hypothesis testing can be carried out if the regression model with mediating variables meets the requirements of the classical assumption test. A model theoretically will produce appropriate estimator parameter values if it meets the requirements of classical regression assumptions, which include normality tests, multicollinearity tests and heteroscedasticity tests.

#### 1) Normality Test

Table 4. Normality Test

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Structural 1	0.200
Structural 2	0.200

Source: Data processed in 2024

Based on the normality test using the One-Sample Kolmogorov-Smirnov Test shown in Table 4.6, it shows that the value of Asymp. Sig. (2-tailed) Kolmogorov-Smirnov is 0.200 and 0.200. Asymp value. Sig. (2-tailed) Kolmogorov-Smirnov is greater than the alpha value of 0.05, indicating that the data used in this study is normally distributed, so it can be concluded that the model meets the normality assumption.

#### 2) Multicollinearity Test

Table 5. Multicollinearity Test

Equality	Model	Collinearity Statistics	
		Tolerance	VIF
Structural 2	Social media promotion	0.575	1,741
	Electronic word of mouth	0.575	1,741

Source: Data processed in 2024

Based on Table 5, it is shown that there are no independent variables that have a tolerance value of less than 0.10 and there are also no independent variables that have a VIF value of more than 10. Therefore, the regression model is free from symptoms of multicollinearity.

#### 3) Heteroscedasticity Test

Table 6. Heteroscedasticity Test

Equality	Model	Q	Sig.
Structural 1	Social media promotion	-1,037	0.302
Structural 2	Social media promotion	0.456	0.649
	Electronic word of mouth	-0.839	0.403

Source: Data processed in 2024

Based on Table 6, it is shown that each model has a significance value greater than 5% (0.05). This shows that the independent variable used in this research does not

have a significant effect on the dependent variable, namely absolute residual, therefore, this research is free from symptoms of heteroscedasticity.

### **Hypothesis Testing**

The test criteria to explain the interpretation of the influence between each variable are as follows:

If  $\text{sig} < 0.05$  then  $H_0$  is rejected and  $H_a$  is accepted

If  $\text{sig} > 0.05$  then  $H_0$  is accepted and  $H_a$  is rejected

1) The influence of social media promotion on electronic word of mouth

$H_0$ : Social media promotion does not have a significant positive effect on electronic word of mouth

$H_a$ : Social media promotion has a significant positive effect on electronic word of mouth

Based on the results of structural path analysis 1, it explains that social media promotion has a Beta value of 0.652 and a Sig value. is 0.000, then it can be said that  $H_0$  is rejected and  $H_a$  is accepted because the Sig value.  $0.000 < 0.05$ . So it can be concluded that social media promotion has a significant positive influence on electronic word of mouth. This shows that the better social media promotion perceived by consumers of Jamu Rahsa Nusantara products, the higher the electronic word of mouth for Jamu Rahsa Nusantara products. So the first hypothesis in the research can be accepted.

2) The influence of social media promotions on purchasing decisions

$H_0$ : Social media promotion does not have a significant positive effect on purchasing decisions

$H_a$ : Social media promotion has a significant positive effect on purchasing decisions

Based on the results of structural path analysis 2, it explains that social media promotion has a Beta value of 0.332 and a Sig value. is 0.000, then it can be said that  $H_0$  is rejected and  $H_a$  is accepted because the Sig value.  $0.000 < 0.05$  so it can be concluded that social media promotion has a significant positive effect on purchasing decisions. This shows that the better the social media promotion perceived by consumers of Jamu Rahsa Nusantara products, the purchasing decisions for Jamu Rahsa Nusantara products will increase. So the second hypothesis in this research can be accepted

3) The influence of electronic word of mouth on purchasing decisions

$H_0$ : Electronic word of mouth has no significant positive effect on purchasing decisions

$H_a$  Electronic word of mouth has a significant positive effect on purchasing decisions

Based on the results of structural analysis 2, it is clear that electronic word of mouth has a Beta value of 0.444 and a Sig value. is 0.000, then it can be said that  $H_0$  is rejected and  $H_a$  is accepted because the Sig value is  $0.000 < 0.05$ . So it can be concluded that electronic word of mouth has a significant positive influence on purchasing decisions. This shows that if consumers of Jamu Rahsa Nusantara products increase in electronic word of mouth, then purchasing decisions for Jamu Rahsa Nusantara products will increase, so the third hypothesis in research is acceptable.

## Summarizing and Concluding

Table 7. Direct Effect, Indirect Effect of Social Media Promotion (X), on Electronic Word of Mouth (Y<sub>1</sub>) and Purchasing Decisions (Y<sub>2</sub>)

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Std. Error	Sig.	Results
X→Y <sub>1</sub>	0.652		0.652	0.063	0,000	Significant
Y <sub>1</sub> →Y <sub>2</sub>	0.444		0.444	0.028	0,000	Significant
X→Y <sub>2</sub>	0.332	0.289	0.621	0.028	0,000	Significant

Source: Data processed in 2024

Table 7 shows the summary results of the values for each direct and indirect influence path between variables as well as the error values for each structural equation produced through path analysis techniques. Below we will explain the meaning of values.

- a) The influence of social media promotion on electronic word of mouth  
Research conducted on consumers of Jamu Rahsa Nusantara products regarding the influence of social media promotion on electronic word of mouth, it was found that social media promotion had a direct influence on electronic word of mouth of 0.652 and a significance value of 0.000.
- b) The influence of social media promotions on purchasing decisions  
Research conducted on consumers of Jamu Rahsa Nusantara products regarding the influence of social media promotion on purchasing decisions, it was found that social media promotion had a direct influence on purchasing decisions of 0.332 and a significance of 0.000.
- c) The influence of electronic word of mouth on purchasing decisions  
Research conducted on consumers of Jamu Rahsa Nusantara products regarding the influence of electronic word of mouth on purchasing decisions, it was found that electronic word of mouth had a direct influence on purchasing decisions of 0.444 and a significance value of 0.000
- d) The role of electronic word of mouth in mediating the influence of social media promotions on purchasing decisions  
Research conducted on consumers of Jamu Rahsa Nusantara products regarding the role of electronic word of mouth in mediating the influence of social media promotions on purchasing decisions, the results showed that social media promotions had a direct influence on purchasing decisions of 0.332 and an indirect influence of 0.289 with a total influence is 0.621.

### Sobel Test

According to Utama (2016:169), mediation hypothesis testing can be carried out using a procedure developed by Sobel (1982) and known as the Sobel Test. This Sobel Test is carried out by testing the strength of the indirect influence of the independent variable (X) on dependent variable (Y<sub>2</sub>) through mediation/intervening variables (Y<sub>1</sub>). Mediation hypothesis testing can be done with the Sobel Test. The Sobel test is used to test the strength of the indirect influence of the social media promotion variable (X) on purchasing decisions (Y<sub>2</sub>) through the electronic word of mouth variable (Y<sub>1</sub>). The indirect effect of social media promotion (X) on the purchasing decision variable (Y<sub>2</sub>) through the electronic word of mouth variable (Y<sub>1</sub>) is calculated by multiplying the path coefficient of X on Y<sub>1</sub> (a) with the path coefficient on Y<sub>2</sub> (b) or ab. The standard errors of coefficients a and b are written as S<sub>a</sub> and S<sub>b</sub>, the magnitude of the indirect standard error (indirect effect). If the Z calculation value is greater than 1.96 (with a confidence level of 95 percent), then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable, indicating that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted.

H<sub>0</sub>: Electronic word of mouth does not mediate the influence of social media promotions on purchasing decisions

H<sub>a</sub>: Electronic word of mouth mediates the influence of social media promotions on purchasing decisions

$$Z = \frac{ab}{\sqrt{b^2 S_a^2 + a^2 S_b^2 + S_a^2 S_b^2}}$$

Information :

a = 0.652

S<sub>a</sub> = 0.063

b = 0.444

S<sub>b</sub> = 0.028

$$Z = \frac{0,652 \cdot 0,444}{\sqrt{(0,444^2 \cdot 0,063^2) + (0,652^2 \cdot 0,028^2) + (0,063^2 \cdot 0,028^2)}}$$
$$Z = \frac{0,289}{0,033}$$
$$Z = 8.655$$

Based on the results of the Sobel test, it shows that the result  $Z = 8.655 > 1.96$ , it can be said that H<sub>0</sub> is rejected and H<sub>a</sub> is accepted, which means that the electronic word of mouth variable is a significant mediating variable between social media promotions on purchasing decisions for Jamu Rahsa Nusantara products. so that the fourth hypothesis in this research can be accepted.

### VAF Test

Variance Accounted For (VAF) is a measure of how much the mediating variable is able to absorb direct influence. The VAF test is a test used to calculate the correlation of the path coefficient value compared to the total path coefficient value. The formula

for calculating the VAF value is as follows:

$$\begin{aligned} \text{VAF} &= \frac{\text{Indirect Influence}}{\text{Direct Influence} + \text{Indirect Influence}} \\ &= \frac{0,289}{0,332 + 0,289} \\ &= 0.4658 (46.58\%) \end{aligned}$$

There are criteria for the form of mediation influence using the VAF value (Sholihin, 2014). If the VAF value is above 80%, then it shows the role of mediation as a full mediation. If the VAF value is between 20% - 80%, then it can be categorized as partial mediation (partial mediation), If the VAF value is less than 20%, it shows almost no mediation effect. Based on the VAF test, the calculated value is 46.58%, which is between 20%-80%, so it can be categorized as partial mediation (Sholihin, 2014), it can be concluded that electronic word of mouth partially mediates social media promotion on purchasing decisions for Jamu Rahsa Nusantara products.

## **Discussion of Research Results**

### **The Influence of Social Media Promotion on Purchasing Decisions on Jamu Rahsa Nusantara Products**

The results of testing the social media promotion hypothesis on purchasing decisions in this research show that social media promotion has a positive and significant effect on purchasing decisions, in other words, the better the social media promotion, the more purchasing decisions for Jamu Rahsa Nusantara products will increase. So the first hypothesis in this research is declared accepted. A good Social Media Promotion is a Social Media Promotion that is able to attract as many consumers as possible to use the product or products being offered

In marketing its products, Jamu Rahsa Nusantara online. Jamu Rahsa Nusantara focuses more on Social Media Promotion where the platform used is Shopee. Jamu Rahsa Nusantara routinely carries out several programs in its Social Media Promotions such as discounts (Special Promo 30% and Hot Promo 50%), Special Bundling, and Holiday Promos. This can attract consumers in making purchasing decisions. The results of this research are in line with research conducted by Fitriah and Budiyanto (2020) Social Media Promotion has a Significant Influence on Purchasing Decisions, where the higher the promotion, the more interested consumers will be in buying the product, thereby increasing purchasing decisions. The results of this research are in line with the results of research conducted by Permana (2017) which states that Social Media Promotion has a significant effect on purchasing decisions

### **The Influence of Social Media Promotion on Electronic Word of Mouth on Jamu Rahsa Nusantara Products**

The results of testing the hypothesis of social media promotion on electronic word of mouth in this study show that social media promotion has a positive and significant influence on electronic word of mouth, in other words, the more social media promotion increases, the more electronic word of mouth will increase on Jamu Rahsa products. Archipelago. So the second hypothesis in this research is declared accepted. Social Media Promotion is a form of marketing communication that seeks to disseminate information, influence, or remind the target market about the company and its products so that they are willing to accept, buy, and be loyal to

the products offered by the company in question.

The maximum social media promotion carried out by Jamu Rahsa Nusantara and E-WOM from customers really determines consumers' decisions about whether to buy Jamu Rahsa Nusantara products. Social Media Promotion will certainly encourage customers to leave reviews online. The results of this research are in line with research conducted by Savitri et al. (2016) which revealed that Social Media Promotion has a direct, positive and significant effect on e-WOM. The same thing was also explained in the research of Kamaruddin et al. (2021) which states that Social Media Promotion has a positive and significant effect on Electronic Word of Mouth. This research reveals that the Social Media Promotion activities carried out can encourage the creation of EWOM in the form of interesting opinions on social media

### **The Influence of Electronic Word of Mouth on Purchasing Decisions on Jamu Rahsa Nusantara Products**

The results of testing the electronic word of mouth hypothesis on purchasing decisions in this research show that electronic word of mouth has a positive and significant influence on purchasing decisions, in other words, if electronic word of mouth increases, purchasing decisions for Jamu Rahsa Nusantara products will increase. So the third hypothesis in this research is declared accepted. Online reviews on various platforms such as social media, e-commerce websites, and online forums are important sources of information for potential buyers. Positive reviews that highlight positive user experiences, product benefits, and brand credibility can encourage purchases. Conversely, negative reviews highlighting side effects, low quality, or poor service can fuel doubts and discourage purchases. Consumers will first see the product information offered through reviews of customers who have purchased the product in determining purchasing decisions.

By implementing an effective eWOM strategy, Jamu Rahsa Nusantara can increase consumer trust, encourage purchasing interest, and increase product sales. The results of this research are in line with research conducted by Sari (2019) that E-Wom partially has a positive and significant effect on purchasing decisions. According to Wiridjati and Roesman (2018) eWOM has a positive effect on purchase decisions. Sari et al. (2017) also stated that the eWOM communication variable has a positive and significant effect on purchasing decisions. Research conducted by Febriasari (2017) shows the results that eWOM has a positive and significant effect on the purchasing decision process

### **The Role of Electronic Word of Mouth in Mediating the Influence of Social Media Promotion on Purchasing Decisions on Jamu Rahsa Nusantara Products**

The results of testing the hypothesis of the role of electronic word of mouth mediating the influence of social media promotion on purchasing decisions in this study show that social media promotion influences purchasing decisions on Jamu Rahsa Nusantara products with electronic word of mouth as mediation, so that electronic word of mouth is a partial mediating influence variable. social media promotion on purchasing decisions, this shows that if the social media promotion felt by consumers of Jamu Rahsa Nusantara products is increased, it will be able to increase electronic word of mouth, by increasing electronic word of mouth it will be

able to increase purchasing decisions on Jamu Rahsa Nusantara products. So the fourth hypothesis in this research is declared accepted.

Social Media Promotion is a form of marketing communication that seeks to disseminate information, influence, or remind the target market about the company and its products so that they are willing to accept, buy, and be loyal to the products offered by the company in question. The maximum social media promotion carried out by Jamu Rahsa Nusantara and E-WOM from customers really determines consumers' decisions about whether to buy Jamu Rahsa Nusantara products. Social Media Promotion will certainly encourage customers to leave reviews online.

Online reviews on various platforms such as social media, e-commerce websites, and online forums are important sources of information for potential buyers. Positive reviews that highlight positive user experiences, product benefits, and brand credibility can encourage purchases. By implementing an effective eWOM strategy, Jamu Rahsa Nusantara can increase consumer trust, encourage purchasing interest, and increase product sales. The results of this research are in line with research conducted by Ayunita and Muskita (2021) Social Media Promotion via social media and Electronic Word of Mouth together have a significant influence on purchasing decisions. The research results of Prasad et al. (2017) explained that if a product or brand is promoted through social media and assisted by positive e-WOM, it will have significant value in consumer purchasing decisions for a product or brand. In research by Zahra et al. (2021) explains that Electronic Word of Mouth has a positive and significant influence on purchasing decisions.

## CONCLUSION

Based on the research results obtained, several conclusions can be drawn as follows.

1. Social media promotion has a positive and significant effect on electronic word of mouth on Jamu Rahsa Nusantara products. These results show that if social media promotion is increased it will have an impact on increasing electronic word of mouth on Jamu Rahsa Nusantara products.
2. Social media promotion has a positive and significant effect on purchasing decisions for Jamu Rahsa Nusantara products. These results show that if social media promotion is increased it will have an impact on increasing purchasing decisions for Jamu Rahsa Nusantara products.
3. Electronic word of mouth has a positive and significant effect on purchasing decisions for Jamu Rahsa Nusantara products. These results show that improving electronic word of mouth will have an impact on increasing purchasing decisions for Jamu Rahsa Nusantara products.

Electronic word of mouth is a partial mediating variable for the influence of social media promotion on purchasing decisions for Jamu Rahsa Nusantara products. These results show that if social media promotion is increased it will increase electronic word of mouth, with increasing electronic word of mouth it will increase purchasing decisions for Jamu Rahsa products Archipelago.

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